



2010 CENSUS: **IT'S IN OUR HANDS**

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## CENSUS BUREAU NEWS

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### **5,000 ADDRESS LISTERS SET TO HIT NC STREETS APRIL 6**

*Statewide 'Tell The People' Events To Note One Year to CENSUS DAY*

April 1 marks one year to Census Day, and the Census Bureau is set to launch its first major on-the-ground operation in North Carolina to prepare for the nationwide count in spring 2010. To mark the date, census supporters and stakeholders statewide have scheduled events, including news conferences, designed to tell the people of the Tar Heel State the 2010 Census is coming.

April 1, 2010 is Census Day, the reference date for collecting census information.

Beginning April 6, more than 5,000 census workers will go block-by-block across North Carolina to develop a correct and complete address list. This operation will continue through mid-summer. The updated address list will be used to deliver 2010 Census questionnaires next March. More than 140,000 address listers will knock on doors across America in the address canvassing operation.

"Address canvassing marks when the census jumps from the page to the pavement," said William W. Hatcher, regional director at the Charlotte Regional Census Center, which supports 2010 Census operations in the Carolinas, Kentucky, Tennessee and Virginia. "We've been planning this constitutionally mandated counting for years. Now the census will be visible to everyone."

Hatcher emphasized the address list developed in 2009 is the cornerstone of a good census in 2010, and that translates into power and money for North Carolina. Census results are used to determine the number of congressional seats for each state, the shape of legislative and local government districts, and how \$300 billion in federal funds is distributed annually to communities across America.



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Address listers will use handheld computers (shown at right) that capture GPS information as they comb the streets and knock on doors to verify an address and inquire about additional living quarters on the premises.



Census workers also can be identified by their official U.S. Census Bureau badge or by calling a local census office. Census workers never ask for bank or social security information. Census employees take an oath of confidentiality and face a fine of up to \$250,000 and five years in prison for violating that oath.

The Census Bureau has opened five local census offices across North Carolina to support the address canvassing operation. The offices are located in Asheville (828) 239-1130, Charlotte (704) 644-6200, Fayetteville (910) 221-6270, Greensboro (336) 517-3130 and Greenville (252) 493-7020.

Later this year, 10 more local census offices will open in the state to support peak census activities in 2010. Address canvassing will be conducted out of 151 local census offices across the United States.

“Tell The People” events to promote One Year Until Census Day in North Carolina include a bilingual news conference April 1 to kick off the census in Wake County with area mayors participating; and, a census kick off event April 7 in Randolph County with local elected officials and community leaders participating.